

# PATENT SPECIFICATION

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## (54) DECORATIVE COSMETIC PRODUCT

(71) We, L'OREAL, a French Body Corporate, of 14 Rue Royale, Paris 8eme, France, do hereby declare the invention, for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be particularly described in and by the following statement:

This invention relates to a decorative cosmetics product.

It is known, in order to impart a particular appearance to make-up, to incorporate metallic platelets into cosmetic products, in particular into lipsticks. However, considerable technological difficulties have been encountered in this field, so that, in practice, it has not been possible to carry out such an incorporation on an industrial scale. Although it would appear to be simple to introduce metallic platelets into a pasty cosmetic product by heating the latter to a temperature sufficient to liquefy it when the platelets are added, it has, in fact, been found that the homogeneous distribution of the metallic platelets in the product is extremely difficult to achieve because of the relatively high density of these platelets which causes them very rapidly to collect in the lower part of the container which is used for mixing them. Even though it is sometimes possible with vigorous mechanical stirring, to keep the platelets uniformly suspended in the fused product, it has nevertheless been found that when the product is cast into moulds for packaging and the product solidifies on cooling, the metallic platelets collect together in the lower part of the mould. The distribution of the platelets in the solidified product finally obtained is thus very irregular and for this reason the product is practically unusable.

The purpose of the present invention is to overcome this difficulty.

According to the present invention, there is provided a decorative cosmetics product, in particular a lipstick, which comprises at least one wax, vegetable or mineral oil,

lanolin or lanolin derivative (fatty acids, alcohols and esters derived from lanolin), as base, together with 4 to 10% by weight, based on the weight of the product, of at least one organophilic suspending agent and 3 to 15% by weight, based on the weight of the product, of metallic platelets having an average particle size of from 100 to 150 microns.

Preferably from 1 to 2% by weight, based on the weight of the product, of at least one surface-active agent which is soluble in the base is also incorporated.

The metallic platelets used are preferably of angular geometric shape rather than of rounded shape. Aluminium platelets are preferred. Furthermore, it is desirable for these platelets to be coated with a coloured or colourless varnish which serves to protect them against the organic medium present in the product.

The organophilic suspending agent which is used is suitably a thixotropic product and is preferably a bentonite and/or montmorillonite treated so as to render it organophilic, for example by the addition of a cation; particularly satisfactory results are obtained with the product known under the Registered Trade Mark "Bentone 38" (a quaternary ammonium salt of a montmorillonite clay), manufactured by Messrs National Lead Co.

Suitable surface-active agents, which may be used in the products of the present invention, include non-ionic surface-active agents such as polyoxyethylenated, polyoxypropylenated and polyglycerolated fatty alcohols. It has been found that particularly satisfactory results are obtained by using sterols obtained by condensing one molar proportion of lanolin with 3 to 5 molar proportions of glycerine, such as mixtures of dihydrocembresterol, dihydrolanosterol, dihydrocholesterol and dihydroagosterol.

The products of the present invention may be prepared by a process which comprises mixing with the base material, firstly, at

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least one organophilic suspending agent in an amount of 4 to 10% by weight based on the weight of the final product, and, secondly, mixing the resulting mixture with the platelets in an amount of from 3 to 15% by weight based on the weight of the final product, the mixing being sufficient to render the final product homogeneous. By this process a homogeneous product can readily be obtained. This product can then be cast hot into appropriate moulds. If desired, 1 to 2% by weight, based on the weight of the final product, of a surface-active agent which is soluble in the base fatty material can be mixed with the base.

In a preferred embodiment of the process of this invention, the suspending agent is first of all dispersed, with mechanical stirring, in at least a part of the liquid constituents which are used to form the base and then optionally adding the desired surface-active agent.

The dispersion thus obtained is added to, for example poured into, the remainder of the constituents of the final product, which part has previously been heated to its melting point, and the mixture is rendered homogeneous, for example by stirring mechanically and then passing it through a triple roll mill, with coloured pigments being added if desired. The resulting product is then melted, and the metallic platelets added thereto with stirring. This final product can then be cast into the moulds used to package the finished cosmetic product.

The following examples further illustrate the present invention.

#### EXAMPLE 1

The following products were mixed with mechanical stirring:

"Vaseline" (Registered Trade Mark) oil	40 g
Castor oil	10 g
Lanolin	12 g
Polyglycerolated sterol containing 4 mols of glycerine per mole of sterol	2 g
Product known under the Registered Trade Mark "Bentone 38"	6 g

The mixture obtained was poured into the following mixture which had been heated to a temperature of about 80°C:

Ozokerite	12 g
Carnauba wax	5 g
Beeswax	3 g

After the resulting cold paste had been homogenised by passing it through a triple roll mill, 9 g of aluminium platelets having an average particle size from 100 to 150 microns, covered with a resistant

coloured varnish were incorporated at a temperature of from 70 to 90°C. About 1% of the total weight of perfume and antioxidant were added, and the mixture was stirred mechanically and cast hot into lipstick moulds.

The metallic platelets were homogeneously distributed in the lipsticks obtained.

#### EXAMPLE 2

Using the procedure described in Example 1, a lipstick composition containing the following constituents was prepared:

##### First Mixing Stage:

Vaseline oil	10 g	75
Castor oil	25.5 g	
Oleyl alcohol	10 g	
Polyglycerolated sterol containing 4 mols of glycerine per mole of sterol	1.5 g	80
"Bentone 38"	5.5 g	

##### Second Mixing Stage:

Hydrogenated lanolin (a mixture of fatty alcohols containing about 30 carbon atoms)	8.5 g	85
Lauryl monodiacetoglyceride (mixture)	12.5 g	
sold commercially by Messrs. "ABRAC"		
Carnauba wax	5 g	90
Ozokerite	10 g	

##### Third Mixing Stage:

Colouring pigment	2 g	
Aluminium platelets covered with a coloured varnish, having an average particle size of from 100 to 150 microns	8.5 g	95
Perfume and antioxidant	1 g	

The metallic platelets were perfectly homogeneously distributed in the lipsticks obtained after casting into moulds.

#### WHAT WE CLAIM IS:—

1. A decorative cosmetics product which comprises at least one wax, vegetable or mineral oil, lanolin or a fatty acid, alcohol or ester derived from lanolin, as base, together with 4 to 10% by weight, based on the weight of the product, of at least one organophilic suspending agent and 3 to 15% by weight, based on the weight of the product, of metallic platelets having an average particle size of from 100 to 150 microns.

2. A product according to claim 1 which is a lipstick.

3. A product according to claim 1 or 2 which also contains 1 to 2% by weight of a surface-active agent which is soluble in the base.

4. A product according to claim 3 wherein the surface-active agent is non-ionic.

5. A product according to claim 4 wherein the surface-active agent is a polyoxyethylenated, polyoxypropylenated or polyglycerolated fatty alcohol.
6. A product according to claim 5 wherein the surface-active agent is a sterol obtained by condensing one molar proportion of lanolin with three to five molar proportions of glyccrine.
7. A product according to any one of the preceding claims wherein the platelets have angular geometric shapes.
8. A product according to any one of the preceding claims wherein the platelets are coated with a coloured or colourless varnish.
9. A product according to any one of the preceding claims wherein the platelets are made of aluminium.
10. A product according to any one of the preceding claims wherein the suspending agent is thixotropic.
11. A product according to any one of the preceding claims wherein the suspending agent is a bentonite and/or montmorillonite which has been rendered organophilic.
12. A product according to claim 11 wherein the suspending agent is a quaternary ammonium salt of a montmorillonite clay.
13. A product according to any one of the preceding claims which also contains a coloured pigment.
14. A product according to claim 1 substantially as hereinbefore described.
15. A product according to claim 1 substantially as described in either of the Examples.
16. A process for preparing a decorative cosmetics product claimed in any one of the preceding claims which comprises mixing with a base comprising at least one wax, vegetable or mineral oil, lanolin or lanolin derivative, firstly, 4 to 10% by weight, based on the weight of the final product, of at least one organophilic suspending agent, and, secondly, mixing the resulting mixture with 3 to 15% by weight based on the weight of the final product, of metallic platelets having an average particle size from 100 to 150 microns, the mixing being sufficient to render the final mixture homogeneous.
17. A process according to claim 16 wherein the final mixture is cast hot in a mould.
18. A process according to claim 16 or 17 wherein 1 to 2% by weight, based on the weight of the final product, of a surface-active agent, which is soluble with the base, is mixed with the base.
19. A process according to any one of claims 16 to 18 which comprises dispersing, with stirring, the suspending agent in at least a part of the liquid constituents of the base, and optionally adding a surface-active agent, heating the remainder of the constituents of the final product to its melting point and adding the dispersion to the heated remainder with stirring, rendering the resulting paste homogeneous, melting the product and adding the metallic platelets thereto with stirring.
20. A process according to claim 19 wherein coloured pigment is added to the paste.
21. A process according to claim 19 or 20 wherein the paste is rendered homogeneous by passing it through a triple roll mill.
22. A process according to claim 16 substantially as hereinbefore described.
23. A process according to claim 16 substantially as described in either of the Examples.
24. A decorative cosmetics product whenever prepared by the process claimed in any one of claims 16 to 23.

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